



LEB
INSURANCEGROUP

LEAD PROGRAMS

PREMIER LEADS

18 CREDITS

WHEN PURCHASED FROM LEAD BUCKET

15 CREDITS

WHEN PURCHASED VIA WEEKLY ORDERS (MIN 3)

REQUESTS ARE EXCLUSIVE TO LEB AGENTS

FOCUSED ON SHORT TERM & FIXED BENEFIT PLANS

AUTOMATIC RETURN CREDIT FOR BAD PHONE NUMBER WITHIN FIRST 96 HOURS

UHC PREMIER LEADS

18 CREDITS

WHEN PURCHASED FROM LEAD BUCKET

15 CREDITS

WHEN PURCHASED VIA WEEKLY ORDERS (MIN 3)

REQUESTS ARE EXCLUSIVE TO LEB AGENTS

FOCUSED ON UHC SHORT TERM & FIXED BENEFIT PLANS (NOT REQUIRED TO SELL UHC)

AUTOMATIC RETURN CREDIT FOR BAD PHONE NUMBER AND ALREADY PURCHASED WITHIN FIRST 96 HOURS

PREMIER & UHC PREMIER LEADS ARE DELIVERED TO YOUR TOPBROKER DASHBOARD ALONG WITH A TEXT REMINDER

WHAT YOU NEED TO KNOW

1. LEAD COST WILL AUTO DEBIT FROM YOUR TOPBROKER AGENCY BALANCE (MUST BE POSITIVE BALANCE IN ORDER TO RECEIVE LEADS)
2. MUST DISPOSITION LEAD IN TOPBROKER WITH BAD PHONE NUMBER OR ALREADY PURCHASED WITHIN FIRST 96 HOURS TO RETURN CREDIT
3. LEADS ARE BASED OFF OF YOUR SELECTED STATES WITHIN THE TOPBROKER LEAD MARKETPLACE
4. LEADS WILL DISTRIBUTE BASED ON YOUR TOPBROKER WORKING HOURS & TIME OFF SCHEDULE
5. HST LEAD CREDITS RESET TO ZERO AT THE END OF THE MONTH (YOU WILL RECEIVE 0.5 LEB CREDITS FOR EVERY UNUSED HST CREDIT!)

SHARED LEADS

01 CREDIT

UNLIMITED

SHARED HEALTH LEADS

BRAND NEW REQUESTS

LEADS ARE GRABBED FROM A BUCKET IN TOPBROKER MARKETPLACE

FRESH LEADS

FREE!

30 PER DAY

APPROX. 7-15 DAYS OLD

PRIME TIME TO CONTACT

LEADS ARE DIALED FROM A BUCKET IN TOPBROKER MARKETPLACE

SPEED LEADS

FREE!

UNLIMITED

APPROX. 30-365 DAYS OLD

GREAT FOR VOLUME IN BETWEEN CALLS

LEADS ARE DIALED FROM A BUCKET IN TOPBROKER MARKETPLACE

HST LEADS

HST CREDIT BASED

UNLIMITED

SHARED & EXCLUSIVE LEADS

LEADS ARE PURCHASED USING HST CREDITS EARNED BY LOGGING SALES FROM HST CARRIERS

HST CREDITS CONVERT TO LEB CREDITS MONTHLY

NO CREDIT FOR BAD PHONE NUMBERS - ALL LEADS ARE SUBJECT TO GRACE PULLS

PERSONAL MARKETING REIMBURSEMENT

LEB CREDITS CAN BE USED TO REIMBURSE PERSONAL MARKETING EXPENSES (SUBJECT TO APPROVAL)
REIMBURSEMENT AMOUNT IS UP TO 100% OF UNUSED LEB CREDITS. EMAIL RECEIPTS TO ELEB@LEBINSURANCEGROUP.COM

FOR WEEKLY ORDER SETUP, EMAIL LEADS@LEBINSURANCEGROUP.COM